

ZACK,

PHASE TWO OF THE SIMILARITY DIFFERENCE TEST WILL
CONSIST OF TESTING THE CLASSIC LIGHTS AD/PACKAGE ONLY.

CHANGES TO THE QUESTIONNAIRE HAVE BEEN MADE.

WOULD LIKE TO SEE A ~~NEW~~ REVISED COPY FOR PHASE II
BY THURSDAY afternoon. The screener remains the same.

The specs for PHASE II are the same as phase I.

Looking to add 100 interviews to the original 52.

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